

Clark County
Quit Line Data Summary
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 695	N = 11,781
Percent of Statewide Calls	7.2%	100.0%
Percent of State Population in County¹	5.9%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 687	N = 10,080
Female	60.6%	61.2%
Male	39.4%	38.8%
Race/Ethnicity	N = 643	N = 8,813
People of Color	6.4%	9.5%
White	93.6%	90.5%
Age	N = 686	N = 9,893
Less than 18 years old	1.0%	1.5%
18 - 24 years old	15.6%	18.1%
25 - 34 years old	26.5%	25.4%
35 - 44 years old	23.8%	22.0%
45 years and older	33.1%	33.0%
Education	N = 674	N = 9,282
Did not graduate high school	21.5%	20.8%
High school graduate	31.5%	34.4%
Some college/vocational school	38.3%	34.8%
College graduate	8.8%	10.0%
Caller Type	N = 694	N = 10,635
General Information	2.7%	7.2%
Health care provider	0.3%	1.9%
Tobacco user	97.0%	90.9%
Payer Type	N = 537	N = 7,421
Insured	35.9%	37.4%
Uninsured	34.8%	33.0%
Medicaid	29.2%	29.6%
Heard About	N = 593	N = 8,468
Past caller	14.5%	13.4%
Employer/worksites	1.2%	1.3%
Health care provider	22.8%	23.4%
Television	17.4%	15.9%
Outdoor advertisement (billboard/bus/wall)	1.7%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	5.1%	3.9%
Newspaper/Magazine	1.7%	1.7%
Brochure/Newsletter	4.4%	4.3%
Family or friend	25.5%	28.1%
Health Department	3.4%	3.2%
School	2.5%	1.8%